



Ministry of Northern  
Development and Mines

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Friday, February 29, 2008

## News Release

# Ministry of Northern Development and Mines



Ontario

Northern Ontario  
Heritage Fund

Fonds du patrimoine  
du Nord de l'Ontario

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## Province Helps Promote Tourism In Mattawa Bonfield - #955093

New Equipment Will Help Strengthen Local Economy

SUDBURY – The McGuinty government is helping the communities of Mattawa and Bonfield grow their regional tourism sector by enhancing visitors' experiences at existing attractions and festivals, Northern Development and Mines Minister Rick Bartolucci announced today.

"Our government is committed to strengthening tourism, one of the North's most important economic sectors," said Bartolucci, who also chairs the Northern Ontario Heritage Fund Corporation (NOHFC). "Local tourist attractions and special events create an impetus for tourists to visit northern communities while contributing to the quality of life for local residents."

The NOHFC will provide \$27,500 to the Mattawa Bonfield Economic Development Corporation, through the Town of Mattawa, to buy computer, telecommunications, audio and photographic systems, as well as structures such as portable bleachers and shelters. The equipment will be used to market and support events such as canoeing competitions, mountain bike races, all-terrain vehicle day trips and other community events and activities.

"Projects like this create a stronger northern economy by attracting more visitors to the area," said Monique Smith, MPP for Nipissing. "Investing in the north enables our communities to tap into the vast potential that exists for increased tourism in the region."

Other McGuinty government initiatives for northern prosperity include:

- Maintaining a province-wide system of Ontario Travel Information Centres that provided tourism information to 1.8 million visitors last year
- Investing \$14 million in tourism marketing and in sports, culture and tourism infrastructure initiatives in northern Ontario
- Providing \$1 million to the Blue Sky Economic Growth Corporation to construct wireless, open-access broadband infrastructure in the Nipissing area.

These initiatives are part of the government's Northern Prosperity Plan for building stronger northern communities. The Northern Prosperity Plan has four pillars: Strengthening the North and its

Communities; Listening to and Serving Northerners Better; Competing Globally; and Providing Opportunities for All.

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